

MISSIONAL ZIPCODE

A Catalogue of the American *Missional Context*TM

INSIDE THIS ISSUE

Thumbnail Demographics	2
Socioscape: Lifestyle	2
Farmington H02 Map	2
Consumer Patterns	3
Evangelscape: Spirituality	3
Linkscape: Connections	3
APEPT Missional Roles	4

TOP 20 ZIP CODES FOR MINORITY METRO COMMUNITIES IN MICHIGAN WITH # OF HOUSEHOLDS

48235-Detroit	12732
48219-Detroit	12056
48224-Detroit	9057
48221-Detroit	7826
48227-Detroit	6810
48237-Oak Park	6453
48075-Southfield	6075
48228-Detroit	6011
48223-Detroit	4980
48234-Detroit	4954
48205-Detroit	4822
48207-Detroit	4763
48198-Ypsilanti	4737
48033-Southfield	4687
48076-Southfield	4571
48034-Southfield	3241
48911-Lansing	2942
48174-Romulus	2865
48141-Inkster	2574
48341-Pontiac	2472

www.missionalzipcode.org
powered by:



Minority Metro Communities in Zip 48336

Minority Metro Communities reflects the nation's growing African-American middle class. With nearly three-quarters of the residents African-American and half the households earning more than \$50,000, this cluster is a testament to high educational achievement and professional employment among African-Americans. Concentrated in inner-ring suburbs, these households earn above-average incomes from a mix of service industry and white-collar jobs in transportation, health care, education and public administration. Many have settled into older homes



UNREACHED TERRELL & BRIANNA

Concentrated in inner-ring suburbs, these married couples and single-parent minorities earn above-average incomes from a mix of service industry and white-collar jobs in transportation, health care, education and public administration

and semi-detached houses rate is high. For many in built in the 1960s. There are more households with Minority Metro single parents than Communities, middle-class status remains a married couple families, and the unemployment precarious achievement.

Unreached Status: 74.06% Unreached in 48336

A significant number of the households in the Minority Metro Communities lifestyle segment do not consider themselves to be evangelical or born again. This information is based on a national survey conducted by the Simmons Market Research Bureau, the oldest and most authoritative source for market research in the

US today. Their methodology interviews over 27,000 people across the United States; and their national results are similar to the findings of Barna Research and the Gallup Poll. However, the large sampling size enables IICM to cross reference their findings across each of the

social lifestyle enclaves in the US. Thus within the 48336 zipcode there are 642 Minority Metro Communities households that have not been reached with the gospel. Will you be part of a missional team to reach the Minority Metro Communities households?

MINORITY METRO COMMUNITIES THUMBNAIL DEMOGRAPHICS

(H02 Percent in Farmington, Michigan)

7.72% of Zip 48336
867 households
4116 Population

Generations:

<20 Years	24.1%
20-34 Years	12.5%
35-54 Years	29.91%
55-64 Years	15.02%
65+ Years	18.47%

Family Life Cycle:

Married Couples:	31.66%
Married w/Children	26.68%
Single Parents:	5.84%
Singles (not married):	33.24%
2+Male 2+ Female:	2.9%

Education:

College 4+ yrs:	18.89%
College 1-3 yrs:	52.75%
High Schl Graduates:	19.8%
No High Sch Diploma:	8.68%

Household Income:

Less than \$25,000:	16.81%
\$25,000 – \$49,999:	20.6%
\$50,000 – \$74,999:	14.2%
\$75,000 – \$99,999:	10.62%
\$100,000 – \$149,999:	19.52%
\$150,000 – \$199,999:	12.3%
\$200,000+:	5.96%

Ethnicity:

White:	69.87%
Black:	22.37%
Hispanic:	1.97%
Asian:	5.95%
Native American:	0.2%
Hawaiian/Pacific Islands:	0%
Other/Multiple Race:	1.6%

Armed Forces:

Armed Forces Pop:	1
Armed Forces %:	0.02%

Socioscape: Lifestyle Topography

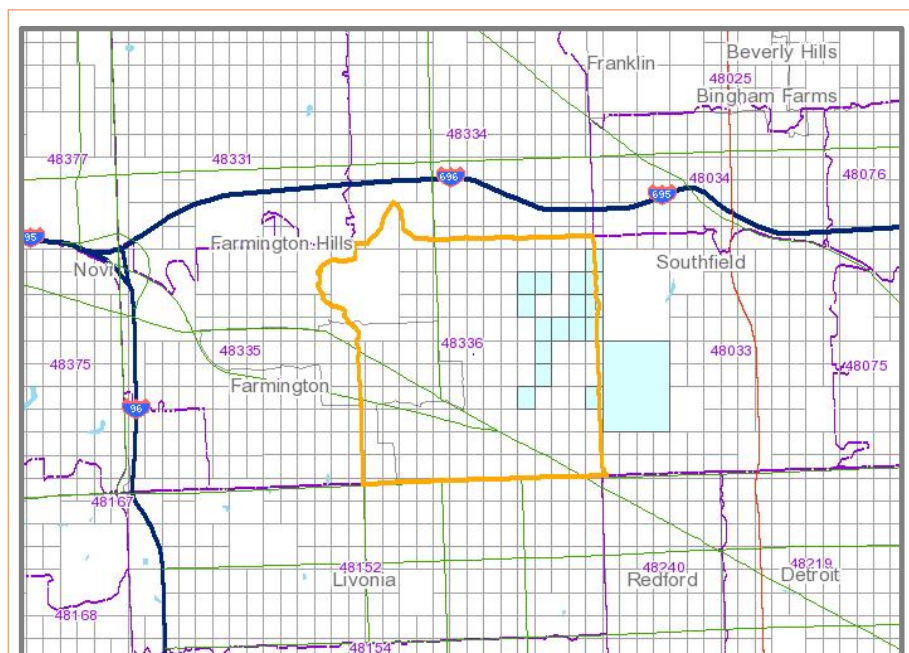
Consumer Behavior

For those with solid incomes and single-family homes, the households in Minority Metro Communities can afford comfortable leisure lives. They go to movies and comedy clubs, belong to civic groups and fraternal orders, and get exercise at aerobics classes or bowling alleys. They're a strong market for youth-oriented toys, with high rates for purchasing dolls, video games and educational toys. Fashion and budget conscious consumers, they like to wear the latest designer fashions but end up shopping at discount chains such as Marshall's, T.J. Maxx and Value City. They're willing to splurge on consumer electronics including video game systems and handheld game devices, but they're still more likely to own stereos than CD players, and instant cameras over digital models. While many drive mid-sized sedans, they feel that foreign cars are more prestigious than American which is not surprising since they admit that their cars should catch people's attention.

Media Usage

Minority Metro Communities is a strong market for ethnic media. Households have high rates for reading magazines like Black Enterprise, Essence and Jet. They tune in to radio stations that offer Southern gospel and religious programming. They're fans of TV programs that feature minority actors and personalities, including "Girlfriends," "The Bernie Mac Show" and "Judge Joe Brown." Television is a popular form of media in this segment, and families here show high rates for watching cable channels such as ABC Family, TV Land and Comedy Central. Unlike many other TV viewers, however, those in Minority Metro Communities like the commercials and find them especially useful when buying children's clothes and products in the marketplace. They are not big online users but when they go online it's to job search and download music and play games.

H02 Map for ZIP 48336



Map produced by MissionalCulturescape.org in association with InteractiveGIS.com.

Location of H02, Minority Metro Communities households in zip code 48336 in Farmington, Michigan

Additional maps available by subscription to MissionalCulturescape.org

Evangeliscope: Spiritual Topography

Many streams of spirituality and religiosity influence the spiritual topography of the Minority Metro Communities lifestyle segment. Represented within the group are active and inactive evangelicals, those who are not evangelical but are active in some form of organized religion (either Christian or non-Christian), those who are involved in some form of spirituality that is not associated with organized religion, and those non-evangelicals who are not

interested religion or spirituality. The chart below outlines the spiritual topography of the Minority Metro Communities lifestyle segment in Zip Code 48336.

EVANGELSCAPE	H02 HH	H02%
Active Evangelical Presence	64	7.4%
Religious but not Evangelical	251	28.96%
Spiritual but not Religious	62	7.15%
Non-evangelicals Not Interested	329	37.95%

Data Sources: 2008 AGS, Inc. / Experian; ScanUS, Inc. 2008 microgrid estimates; 2008 Simmons Research Bureau; 2006 TheAmericanChurch.org; and IICM analysis

MINORITY METRO COMMUNITIES CONSUMER PATTERNS

(H02 Index in Farmington, Michigan)

National average is equal to 100

WHAT'S HOT:

Own/Lease-Plymouth	510.53
Own/Lease-Lincoln	494.03
Casino Gambling-Mississippi's Gulf Coast (Gulfport/Biloxi)	324.82
Bojangles	318.38
Home Permanents/Relaxers-Use	308.95
Bought Children's Clothing Last Yr-Kids <1 Year-Spent \$150 Or More	308.53
Internet Use: Personal Ads/Dating Services	300.53
HH Appliances/Durables-Bought Last Yr-Room Humidifier	285.00
Piccadilly Cafeteria	278.66
Shoney's	268.04
Casino Gambling-The Caribbean Islands	262.43
Automotive Club-Belong To AllState	249.12

WHAT'S NOT:

HH Appliances/Durables-Bought Last Yr-Piano/Organ	10.46
Foreign Travel 1st 3 yrs-India	10.26
Own/Lease-Acura	10.15
Ailments Professional Consulted Last Yr-Osteopath	9.54
Cruise Ship Vacation-Areas Traveled-Alaska	9.33
Insurance-Professional Malpractice	8.35
Used US Bank	7.11
Contributions-Amount Environmental-\$200 Or More	6.85
Own/Lease Foreign Entry Luxury SUV	6.16
Foreign Travel 1st 3 yrs-Germany	6.00
Child Care-Children Age <=6-At Another Home By Relative	4.98
Foreign Travel 1st 3 yrs-Portugal	3.50

HOT MEDIA:

BET (Black Entertainment TV)	369.99
TV-Freq Watch WNBA Basketball Reg Season	347.52
TV-Occas Watch WNBA Basketball Post Season	295.06
TV-Freq Watch WNBA Basketball Post Season	294.85
TV-Freq Watch Track and Field	263.41
TV-Occas Watch WNBA Basketball Reg Season	239.90
TV-Occas Watch Open Wheel Racing	235.45
INSP (Inspirational Network)	227.57
TV-Freq Watch NBA Basketball Reg Season	216.72
Sundance Channel	213.72
Style	213.29
Get TV Info From Radio	213.04

COLD MEDIA:

Radio-NBA Basketball Post Season	23.29
TV-Freq Watch NHL Hockey Reg Season	19.70
TV-Freq Watch Arenacross	18.02
TV-Freq Watch Gravity Games	16.67
Radio-NASCAR Busch Series	1.89

Linkscope: Connectional Topography

Cultural Bridges

Building relationships; using their activities, interests, or opinions to get to know the people in Minority Metro Communities.

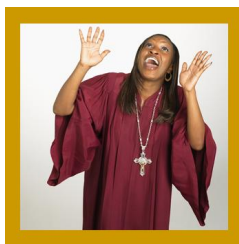
Potential Cultural Bridges	HH
Home Personal Computer-HH Own	641
Ailments Last Yr-Any Ailment	633
First Aid BandAid/Topical Antibiotic Remedies (Non-Prescription) Use	614
Listening To Music	571
Movies-Attended Movie In Last 6 Months	568
Like To Have Circle Of Close Friends	556
Watching Diet (Health/Weight)-Presently Controlling Diet	492
I Am An Optimist	482
Important To Be Well Informed	479
Reading Books	472

Cultural Barriers

Values, attitudes or behaviors that might be a barrier to establishing relationships.

Potential Cultural Barriers	HH
Important Continue Learning New Things	472
Like Control Over People And Resources	369
Speak My Mind Even If It Upsets People	366
Find It Difficult To Say No To My Kids	364
Woman's Place Is In The Home	312
Like To Do Unconventional Things	283
Too Much Sponsorship In Arts/Sports	264
Prefer To Have Few Possessions As Possible	260
Don't Judge People/Way They Live Life	247
If Won Lottery Would Never Work Again	243

with these kind of people; or may also be a barrier to their understanding or acceptance of Christ.



Consumer patterns provide opportunities for developing redemptive relationships

Cultural Themes

Topics that arise out of their culture that we could use in our presentation of the gospel that would help them to understand it.

Potential Cultural Themes	HH
Important To Respect Customs And Beliefs	537
You Should Seize Opportunities In Life	507
Prefer Work Part Of Team Than Alone	377
Important To Juggle Various Tasks	324
Like To Understand About Nature	310
Important Feel Respected By My Peers	300
Prefer To Have Few Possessions As Possible	260
Good At Fixing Things	259
Have Keen Sense Of Adventure	243
People Have To Take Me As They Find Me	216



APEPT Missional Roles



The APEPT missional roles are: Apostolic, Prophetic, Evangelistic, Pastoral and Teaching. It will take all of these roles working together in order to reach Minority Metro Communities in Zip 48336



APEPT Missionality™ is based upon Ephesians 4:11-12

MINISTRY AREAS	PURPOSE
APEPT Missionality	Roles
Missional Coach	Mentoring
Missional College	Training
Missional Context	Researching
Missional Corps	Networking
Missional Culturescape	Mapping
Missional Cyclopedia	Informing
Missional Library	Resourcing
Missional Zipcode	Implementing



We empower and engage evangelical, Christian believers in North America and beyond to collect and develop missional research, training and resources and to disseminate them effectively and globally in order to foster a grass-roots missional movement that impacts local communities in culturally-appropriate ways.

To order another Missional Zipcode Catalogue please visit www.missionalzipcode.org.

To request other information contact:

Dr. Curt Watke
Executive Director

Intercultural Institute for Contextual Ministry
6 Wateroak Court
North Augusta, SC 29841

Office: 803-279-5828
Fax: 803-279-5822
Email: cwatke@iicm.net
Web: www.iicm.net



Apostolic Role: Doing It New

Believers with the apostolic gift are needed to start new approaches, ministries, and congregations that reach Minority Metro Communities households.

Prophetic Role: Doing It Better

Prophetic gifted people are needed to evaluate community & congregational issues

in order to increase effectiveness.

Evangelistic Role: Doing It Now

Believers gifted as Evangelists are needed to learn how to share the gospel in culturally-appropriate ways to equip and mobilize others

Pastoral Role: Doing It Together

Pastorally gifted people are needed to disciple new believers in Minority Metro Communities in culturally-appropriate ways.

Teaching Role: Doing It Right

Believers with the teaching gift are needed to train ministry and missional leaders from the Minority Metro Communities group to multiply among them.

Linkscape (Continued from page 3)

Shared Places

Places or events these people frequent where we could interact meaningfully with them and develop relationships with them for the sake of the gospel.

Potential Shared Places	HH
Fast Food/Drive-In Restaurant-Visit Any	771
Family Restaurants/Steak Houses-Visit Any	725
McDonald's	496
Kentucky Fried Chicken (KFC)	349
Burger King	344
Wendy's	306
Subway	283
Applebee's	267
Pizza Hut	240
Taco Bell	224

Shared Projects

The social or community projects in which these kind of people are involved

that we could join in with them as a means of developing relationships while "serving with them."

Potential Shared Projects	HH
Voted in fed/state/local election	418
Recycled products	256
Engaged in fund raising	113
Worked as volunteer (non political)	110
Church Board	100

Communication

Communications issues related to this group that may impact the way in which believers should communicate with them.

Top Radio Formats	HH
Urban Contemporary Radio	460
Jazz Radio	197
CHR-Contemporary Hit Radio	161
Variety Radio	122
All News Radio	108
Gospel Radio	92
Religious Radio	66
Oldies Radio	63
Adult Contemporary Radio	54